INFORMATION LETTER

Not for Publication — NATIONAL CANNERS ASSOCIATION — For Members Only

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FDA To Support Legislation To Regulate Artificial Colors

The Secretary of Health, Education, and Welfare announced January 13 that the Department will support new legislation designed to assist the Food and Drug Administration in regulating the use of artificial coloring in foods, drugs, and cosmetics.

In a prepared statement the Secretary, Arthur S. Flemming, said that as a result of a recent Supreme Court decision the FDA is unable to assure adequate protection for consumers of products containing coal-tar colors or other color additives.

Secretary Flemming's statement said, in part:

"This legislation first of all should place upon the users of colors the responsibility of proving to the satisfaction of the Food and Drug Administration that coloring materials in foods, drugs, and cosmetics are safe in the quantities that they propose to use. This would be comparable to the responsibility that has been placed upon industry under the new food additives law passed by Congress at the last session.

"This is the only way in which the consumer can be given adequate protection. No one should have the right to use colors until the government is satisfied that it is safe to use them in the quantities proposed. Today the coal-tar colors now in use can continue to be used until such time as the government is able to prove that they are harmful colors.

"Likewise, the government should not be kept in a position where, as is the case today, it must refuse to permit the use of certain colors, even though all of the evidence points conclusively to the fact that they would be harmless if used in specific quantities.

"As a result of these considerations, this Department is prepared to support legislation designed to put it in a position where it can provide the consumer with far better protection than is the case today. We believe that any such legislation should embody the following principles:

"(1) The bill should apply to any color additive—not just 'coal-tar colors.'

"(2) There should not be a blanket 'grandfather clause' that would sanction continued use of a color simply because it was employed before the law is enacted. Continued use of the color should be based upon its safety, not upon the date it was first employed.

"(3) Before a color additive may be marketed for use in food, or drugs or cosmetics, its safety for such use should be established and it should be placed on a permitted list by the government. If necessary the government should have the right to place a limit on the amount of a color that may be used or specify the products in which it may be used, or both. FDA has no authority to do this under the present law.

"(4) Where necessary, the purity and safety of individual batches of permitted colors should be certified by the government before marketing, as coal-tar colors are now certified. But where certification is not necessary, we should have the authority to exempt a color from the certification requirements.

"(5) The bill should expressly forbid the listing of a color for a use which will promote deception of the consumer or violate any provision of the Federal Food, Drug, and Cosmetic Act."

Secretary Flemming said in his prepared statement that under the Supreme Court's decision of December 15, 1958, interpreting the existing law relating to coal-tar colors, the FDA is able to forbid the use of coal-tar colors whenever it marshals evidence that the color is not harmless, but that it would take about 20 years for the FDA laboratories to complete all of the testing that needs to be done on coal-tar colors now in use.

N. C. A. Convention Program Provides Discussion on All Industry Problems

The program for N.C.A.'s 1959 Convention, which is now complete, provides for presentations on current problems of raw products research and production, the technology of processing, and marketing, in a schedule that permits additional time for canners to make their traditional broker-buyer-supplier contacts.

Opening formally with the N.C.A. Annual Meeting on Saturday morning, February 21, the program also provides a series of morning and luncheon sessions devoted to the specialized phases of canning industry problems. There will be four sessions on marketing and sales, three on raw products, two on container and processing developments, and one for the fish canners, and the annual Food Editors Conference.

No program sessions are scheduled during the morning hours until 10 a.m. nor in the afternoons after 2 p.m.

Reflecting the operations of the canning industry from raw product to consumer, the program itself constitutes a clear picture of the steps canners take to transform the best Nature produces into better foods on the table, as portrayed in the Convention slogan, "Nature's Best is Better Canned!"

An A to Z hotel room directory, listing all who have made reservations through the N.C.A. and the C.M.&S.A., is now in preparation. Persons who have made their own reservations, without the assistance of the sponsoring associations, can be listed in the directory if they will supply their firm names and hotels, with or without room numbers, along with the full names of individuals of their firms. Inasmuch as copy for the directory is being sent to the printer now, such information must be received by the N.C.A. by January 26.

The N.C.A. and C.M.&S.A. will maintain a combined Information-Registration Center in the second floor (mezzanine) elevator lobby of the Hilton Hotel from Friday, February 20, through Monday, February 23. Those who have notified either the N.C.A. or C.M.&S.A. of their intention to attend the Convention will find that they have been pre-registered, and they will be able to pick up without delay a registration packet containing an identification badge, room directory, and program.

In addition, the registration packets for canners and other food processors

Orders Being Received for Luncheon Sessions

Accompanying this issue of the Information Letter is a second call for orders for tickets to the various luncheon sessions scheduled for the Convention. Tickets will be sold at the N.C.A.-C.M.&S.A. Information-Registration Center in the second floor elevator lobby of the Hilton as long as they last, but those planning to attend luncheon sessions will assure their presence and will assist in the orderly management of the functions by sending in their orders now. Luncheon tickets for each of the technical programs (listed on pages 12 and 13) are $5 each.

will contain a set of C.M.&S.A. door award coupons for the selection of attendance prizes by the C.M.&S.A. The identification badge will be necessary to gain admittance to The Canners Show, the annual exhibit staged by members of the C.M.&S.A.

President Edward E. Burns will open the N.C.A. Convention at the Annual Meeting February 21. Guest speakers at this session are L. R. Boulware, vice president of General Electric Company, who has pioneered that firm's employee, union, community, and public relations, on "How the Businessman Can Ensure Representative Government," and Sigurd Anderson, member of the Federal Trade Commission, on the subject of FTC activity in the food industry.

Also at the Annual Meeting, reports of the Nominating Committee and Resolutions Committee will be presented, and the 1959 officers will be elected and installed.

Ladies Program at Convention

For the ladies attending the 1959 Canners Convention, the C.M.&S.A. is sponsoring a "Cheerio Party" at 2 p.m. in the French Room of the Sheraton-Blackstone Hotel, Monday, February 23. The C.M.&S.A.'s Ladies Day Program Committee has completed its purchases of unusual awards to be presented during the program. Tea and cakes will be served.

Tickets for the Cheerio Party will be available without cost from C.M.&S.A. member firms and exhibitors in the Canners Show and from the Registration and Information Desk on the mezzanine of the Conrad Hilton.

Congress Convenes; Senate Agriculture Committee Named

The 86th Congress convened January 7 and devoted most of its first week to organization. Committee assignments have not been completed.

In the Senate the size of standing committees is to be enlarged to make room for the increased Democratic majorities. The Senate Agriculture Committee is to be increased from 15 to 17 members.

Democratic members of the Senate Agriculture Committee are Senators Ellender (La.), chairman, Johnston (S.C.), Holland (Fla.), Eastland (Miss.), Humphrey (Minn.), Symington (Mo.), Talmadge (Ga.), Proxmire (Wis.), Jordan (N. C.), Young (Ohio), and Hart (Mich.).

Holdover Republican members of the Senate Agriculture Committee are Senators Aiken (Vt.), Young (N.D.), Hickenlooper (Iowa), Mundt (S.D.), Williams (Del.), and Schoeppel (Kans.).

The Senate is expected to complete its committee assignments this week. The House, with many new members, is not expected to complete its organization for at least another week.

A record number of bills have been introduced in the first week of the new Congress. Among the 2,000-odd measures are bills known in the previous Congress as the premerger bill, H.R.3, relating to federal preemption, S.11, the "equality of opportunity" bill, and bills providing statehood for Hawaii.

The President's budget for the next fiscal year is scheduled to be presented to Congress on January 19.

Mahoney Speaks in California

Dr. Charles H. Mahoney, Director of the N.C.A. Raw Products Research Bureau, spoke this week to the University of California Extension Service personnel at their biennial conference at Asilomar, Calif. He discussed in considerable detail factors influencing the quality of raw products and their importance in the production of crops for canning.

Dr. Mahoney emphasized the importance of the farm adviser in helping the California grower in the production of high quality raw products. The interrelation of production, processing, and marketing were emphasized. Numerous examples of recent advances in raw product quality improvement were discussed. Dr. Mahoney's audience included more than 350 extension service personnel.

Dr. Cruess Named To Receive Forty Niners Service Award

Dr. William V. Cruess, well-known California food technologist, has been selected as the recipient of the Forty Niners Sixth Annual Service Award. He will be honored at a special award ceremony during the Canners Convention in Chicago.

Frank S. Langsenkamp, president of the Forty Niners, announced that the presentation will be made in conjunction with ceremonies honoring the 10th anniversary of the Forty Niners, a service group which assists various canning industry organizations.

Also taking part in the award ceremony will be Dr. Emil Mrak, chairman of the Department of Food Technology at the University of California, who will speak on Dr. Cruess' work, and Sherman Leonard, another of Dr. Cruess' associates, who will speak on Dr. Cruess "The Man."

Dr. Cruess started his career in 1911 as an assistant in zymology at the University of California. With the exception of special services to the Quartermaster General of the Army during 1943-45 and as an adviser on food technology to the Egyptian government, he has been there ever since. In 1911 he became assistant professor of zymology, in 1918 associate professor of fruit products, and in 1935 professor of food technology and chemist in the University's Agricultural Experiment Station.

He has been author of more than 300 papers, bulletins, articles and books relating to his work on fruits and vegetables. He has been the recipient of the Chevalier du Merite Agricole of France and the Nicolas Appert Award of the Institute of Food Technologists.

The Forty Niners' 10th anniversary ceremony will take place immediately prior to the award ceremony. President Langsenkamp will give a brief review of the formation and progress of the Forty Niners, after which short statements of appreciation and congratulations will be made by N.C.A. President Edward E. Burns, N.F.B.A. President Watson Rogers, and C.M.&S.A. President John C. Swift in acknowledgement of the services performed by the Forty Niners during the past 10 years.

Previous recipients of the Forty Niners Service Award have been Dr. S. C. Prescott (1954), Dr. J. C. Walker (1955), Dr. L. G. MacDowell (1956), Carlos Campbell (1957), and Dr. C. Olin Ball (1958).

Schedule of Principal Events of the 1959 Convention

TENTATIVE—SUBJECT TO REVISION AND ADDITION

THURSDAY, FEBRUARY 19

10 a.m.—Meeting of N.C.A. Consumer and Trade Relations Committee, Room 10, Conrad Hilton

10 a.m.—Meeting of N.C.A. Labeling Advisory Subcommittee, Room 8, Conrad Hilton

2 p.m.—Meeting of N.C.A. Labeling Committee (through dinner), Room 9, Conrad Hilton

2:30 p.m.—Meeting of N.C.A. Consumer Service Committee, Room 8, Conrad Hilton

FRIDAY, FEBRUARY 20

8:30 a.m.—Breakfast Meeting of The Forty Niners, Chicago Room, Sheraton-Blackstone

9 a.m.-6 p.m.—N.C.A.-C.M.&S.A. Information-Registration Center is open, Mezzanine, Conrad Hilton

9 a.m.—Meeting of N.C.A. Administrative Council, Room 1, Conrad Hilton

9:45 a.m.—Meeting of C.M.&S.A. Board of Directors, Sheraton-Blackstone

12 m.—Luncheon Meeting of N.C.A. Board of Directors (open session), Beverly Room, Conrad Hilton

1-6 p.m.—The Canners Show, Conrad Hilton

2 p.m.—Meeting of N.C.A. Board of Directors (closed session), Bel Air Room, Conrad Hilton

2:30 p.m.—Meeting of N.C.A. Scientific Research Committee, Room 3, Conrad Hilton

4:30 p.m.—The Forty Niners 10th Annual Meeting, Hubbard Room, Sheraton-Blackstone

5:15 p.m.—The Forty Niners Sixth Annual Service Award Presentation, Hubbard Room, Sheraton-Blackstone

6:30 p.m.—The Forty Niners Reception, Crystal Ballroom, Sheraton-Blackstone

7 p.m.—Dinner Meeting of N.C.A. Scientific Research Committee, Room 3, Conrad Hilton

7 p.m.—State Secretaries Dinner, Room 2, Conrad Hilton

7 p.m.—C.M.&S.A. Past Presidents Dinner, Chicago Room, Sheraton-Blackstone

SATURDAY, FEBRUARY 21

8 a.m.—Breakfast Meeting of N.C.A. Fishery Products Committee, Room 3, Conrad Hilton

9 a.m.—Meeting of N.C.A. Nominating Committee, Astoria Room, Conrad Hilton

9 a.m.-6 p.m.—N.C.A.-C.M.&S.A. Information-Registration Center is open, Mezzanine, Conrad Hilton

9 a.m.-6 p.m.—The Canners Show, Conrad Hilton

10 a.m.—N.C.A. Annual Meeting, Williford Room, Conrad Hilton

12 m.—N.C.A. Marketing Luncheon, Waldorf Room, Conrad Hilton

12 m.—N.C.A. Fishery Products Luncheon, Astoria Room, Conrad Hilton

12 m.—N.C.A.-C.M.&S.A. Technical and Research Luncheon, Beverly Room, Conrad Hilton

3 p.m.—Meeting of N.C.A. Statistics Committee, Room 8, Conrad Hilton

3 p.m.—Meeting of N.C.A. Processing Committee on Foods in Glass Containers, Room 19, Conrad Hilton

3 p.m.—FAWS Conference on Fish Canners' Problems, Room 3, Conrad Hilton

5 p.m.—Door Award Drawing, The Canners Show

6 p.m.—C.M.&S.A. "Bon Voyage" Party, Terrace Casino Lounge, Morrison Hotel

7:30 p.m.—C.M.&S.A. "Round the World" Dinner Dance and Entertainment, Terrace Casino, Morrison Hotel

SUNDAY, FEBRUARY 22

8 a.m.—Breakfast Meeting of N.C.A. Legislative Committee, Room 1, Conrad Hilton

8 a.m.—Breakfast Meeting of N.C.A. Raw Products Committee and TAC, Room 8, Conrad Hilton

8:30 a.m.—Breakfast Meeting of Cooperative Processors Association, Room 3, Conrad Hilton

9 a.m.-6 p.m.—N.C.A.-C.M.&S.A. Information-Registration Center is open, Mezzanine, Conrad Hilton

10 a.m.—C.M.&S.A. Annual Meeting, Astoria Room, Conrad Hilton

10 a.m.—N.C.A. Marketing Session, Room 2, Conrad Hilton

10 a.m.—N.C.A. Raw Products Session, Bel Air Room, Conrad Hilton

12 m.—Luncheon Meeting of N.C.A. Claims Committee, Room 8, Conrad Hilton

12 m.—N.C.A. Marketing Luncheon, Waldorf Room, Conrad Hilton

12 m.—N.C.A. Raw Products Luncheon, Beverly Room, Conrad Hilton

12 m.-6 p.m.—The Canners Show, Conrad Hilton

5 p.m.—Door Award Drawing, The Canners Show

6 p.m.—Old Guard Society Annual Cocktail Party, Hubbard Room, Sheraton-Blackstone

6:30 p.m.—Dinner Meeting of Raw Products Committee and TAC, Room 3, Conrad Hilton

7 p.m.—N.C.A. Scientific Research Committee Smoker, Astoria Room, Conrad Hilton

7 p.m.—Old Guard Society Annual Buffet Supper and Annual Meeting, Crystal Ballroom, Sheraton-Blackstone

MONDAY, FEBRUARY 23

8 a.m.—Breakfast Meeting of N.C.A. Procurement Committee, Room 1, Conrad Hilton

9 a.m.-6 p.m.—N.C.A.-C.M.&S.A. Information-Registration Center is open, Mezzanine, Conrad Hilton

9 a.m.-6 p.m.—The Canners Show, Conrad Hilton

10 a.m.—N.C.A. Procurement Session, Room 2, Conrad Hilton

10 a.m.—N.C.A. Raw Products Session, Bel Air Room, Conrad Hilton

12 m.—N.C.A.-C.M&S.A. Technical and Research Luncheon, Beverly Room, Conrad Hilton

12 m.—N.C.A. Food Editors Luncheon, Waldorf Room, Conrad Hilton

2 p.m.—Ladies Program, sponsored by C.M.&S.A., French Room, Sheraton-Blackstone

3 p.m.—Meeting of N.C.A. Committee on Artificially Sweetened Canned Fruits, Room 20, Conrad Hilton

5 p.m.—Door Award Drawing, The Canners Show

7:30 p.m.—Young Guard Banquet and Entertainment, Terrace Casino, Morrison Hotel

TUESDAY, FEBRUARY 24

10 a.m.—Meeting of N.C.A. Processing Committee on Foods in Metal Containers, Room 8, Conrad Hilton

National Canners Association

DETAILS OF PROGRAM

52d Annual Convention

Chicago, Feb. 19-24, 1959

Saturday, February 21

10 a.m.—ANNUAL MEETING

Presiding: EDWARD E. BURNS, President, National Canners Association

Invocation: KENNETH HILDEBRAND, D.D., Minister, Central Church of Chicago

Greetings: President BURNS

Report of the Nominating Committee: WILLIAM U. HUDSON, Chairman

Election of Officers

Report of the Resolutions Committee: W. E. BEACH, Chairman

Address: "How the Businessman Can Ensure Representative Government"—L. R. BOULWARE, Vice President, General Electric Company, New York City

Address: "Some Observations Concerning Federal Trade Commission Activity in the Food Industry"—SIGURD ANDERSON, Federal Trade Commission, Washington, D. C.

Installation of 1959 Officers

12 noon—RESEARCH LUNCHEON

New Containers and Container Problems

Presiding: C. L. RUMBERGER, Chairman, N.C.A. Scientific Research Committee

Address: "The Status of Aluminum Cans for Food"—E. F. EIKE, L. P. GOTSCH and K. W. BRIGHTON, American Can Co., Barrington, Ill.

Address: "Tailor-made Containers for Foods"—G. T. PETERSON, Continental Can Co., Inc., Chicago

Address: "External Corrosion of Canned Foods in Marine Transportation"—RUSSELL C. PHILLIPS, Stanford Research Institute, Menlo Park, Calif.

12 noon—MARKETING LUNCHEON

The Market Potential for Canned Foods

Presiding: EDWARD E. BURNS, President, National Canners Association

Address: "The Food Market Can Expand Sixty Percent in the Next Ten Years"—ARNO JOHNSON, Vice President, J. Walter Thompson Company, New York City

Address: "Teens—The Super Market for Sales"—MRS. ENID HAUPT, Editor and Publisher of *Seventeen*

12 noon—FISHERY PRODUCTS LUNCHEON

Presiding: DONALD P. LOKER, N.C.A. Fishery Products Committee

Address: "Law of the Sea"—LOFTUS E. BECKER, Legal Adviser, U. S. Department of State

Sunday, February 22

10 a.m.—MARKETING SESSION

Multiple Packaging of Canned Foods

Moderator: Dr. HOWARD L. STIER, Director, N.C.A. Division of Statistics

Discussion: "Trends in Multiple Packaging and How They Will Affect Canned Foods"—CHRIS FITZGERALD, Editor, *Packaging Parade*, Chicago

Discussion: "Factors That Affect Response to Multiple Packaging"—WILLIAM DEMPSEY, Market Development Manager, Container Corporation of America, Philadelphia

Discussion: "Results of The Food Topics Multi-pack Study"—LEN KANTER, President, Staff Super Market Associates, Inc., Irvington, N.J.

Discussion: "Results Obtained by Canners Who Have Used Multiple Packaging"—EDWIN C. KRAUS, Big Stone Canning Co., Ortonville, Minn., and Butter Kernel Products, Inc., Minneapolis, and JAMES E. GLOVER, Coastal Foods, Division of Consolidated Foods Corp., Cambridge, Md.

Discussion: "Multiple Packaging of Canned Foods from the Retailer's Viewpoint"—VAL BAUMAN, Vice President, National Tea Company, Chicago

10 a.m.—RAW PRODUCTS SESSION

Panel Discussion on Raw Product Quality Evaluation

Presiding: FRED S. WYATT, Chairman, N.C.A. Raw Products Committee

Discussion: "Influence of Maturity and Ripening on Quality of Peaches and Pears"—SHERMAN LEONARD, California Experiment Station, Davis

Discussion: "Measurement of Tomato Color, Defects and Internal Quality"—Dr. ARTHUR P. SIDWELL and JOHN N. YEATMAN, Agricultural Marketing Service, USDA, Beltsville, Md.

Discussion: "Factors Influencing Quality of Apple Slices and Sauce"—Dr. ROBERT W. WILEY, Maryland Experiment Station, College Park

Discussion: "Objective Measurements of Raw Lima Bean Quality"—Dr. AMIHUD KRAMER, Maryland Experiment Station, College Park

Discussion: "Raw Product Quality Measurements of Sweet Corn"—Dr. AMIHUD KRAMER, Maryland Experiment Station, College Park, and Dr. WILBUR A. GOULD, Ohio Experiment Station, Columbus

12 noon—RAW PRODUCTS LUNCHEON

Panel Discussion: Industry Appraisal of Recent Developments in Raw Product Handling

Presiding: MAX D. REEDER, Chairman, N.C.A. Raw Products Technical Advisory Committee

Discussion on Tomatoes—W. H. SCHILBE, Libby, McNeill & Libby, and A. W. HOGUET, Campbell Soup Co.

Discussion on Cherries—RAY T. FLOATE, Michigan Fruit Canners, Inc.

Discussion on Apples, Beans, Beets—BEN MILES, Alton Canning Co., Inc.

Discussion on Spinach, Carrots, Squash, Peas—NORM REATH, Gerber Products Co.

12 noon—MARKETING LUNCHEON

How To Increase Marketing Efficiency

Presiding: NORMAN SORENSEN, Vice President, National Canners Association

Address: "A Slingshot for David"—GEORGE N. GRAF, General Manager, Quality Bakers of America, New York City

Address: "Marketing Opportunities for Canners"—CURTIS C. ROGERS, President, Consumer Panel Co., Market Research Corporation of America, New York City

Monday, February 23

10 a.m.—RAW PRODUCTS SESSION

Panel Discussion on Current Developments in the Breeding of Canning Crops

Presiding: P. K. SHOEMAKER, N.C.A. Raw Products Committee

Discussion: "Breeding Dwarf Tomatoes for Mechanical Harvesting"—Dr. E. F. STEVENSON, Purdue University, Lafayette, Ind.

Discussion: "Type and Quality Requirements of the Tomato Canning Industry"—a panel of industry representatives

Discussion: "Tomato Breeding Objectives of the Agricultural Experiment Stations and the USDA"—Dr. C. H. MAHONEY, Director, N.C.A. Raw Products Research Bureau

Discussion: "Breeding Disease-resistant Peas"—Dr. DON W. BARTON, New York Experiment Station, Geneva

Discussion: "Breeding Carrots and Beets"—Dr. W. H. GABELMAN, Wisconsin Experiment Station, Madison

Discussion: "Breeding Peaches and Pears"—Dr. EDWIN A. CROSBY, N.C.A. Raw Products Research Bureau

10 a.m.—PROCUREMENT SESSION

The Government Market for Canned Foods

Presiding: ALFRED J. STOKELY, Chairman, N.C.A. Procurement Committee

Address: "Feeding the Armed Forces"—Maj. Gen. HUGH MACKINTOSH, Executive Director, Military Subsistence Supply Agency, Chicago

Address: "The Federal School Lunch Program"—ROY W. LENNARTSON, Deputy Administrator, Agricultural Marketing Service, USDA

Address: "Veterans Administration"—C. C. HOSKINSON, Chief, Hospital and Technical Section, Supply Service, Veterans Administration

Address: "State Agencies as Canned Food Buyers"—C. L. MAGNUSON, Supervisor of Purchases, State of Connecticut

12 noon—RESEARCH LUNCHEON

Canned Foods Problem Clinic

Moderator: Dr. IRA I. SOMERS, Director, N.C.A. Research Laboratories

A panel of experts from the National Canners Association Research Laboratories and the container companies will discuss problems encountered in the industry during the past year and will be prepared to answer questions from the floor.

Among the topics to be considered are lye peeling of tomatoes and its effect on processing, effect of use of iodized salt on container corrosion, retort venting, labeling low-sodium foods, extraneous material in foods, spoilage, acidification of tomatoes. This will be a closed session with no detailed report so that packers can feel free to raise questions and discuss their problems.

12 noon—FOOD EDITORS CONFERENCE

Presiding: KATHERINE R. SMITH, Director, N.C.A. Consumer Service Division

Address: "Government Activities Affecting Canned Foods Consumers"—R. B. HEINEY, Assistant to the Secretary, National Canners Association

Address: "Economic Trends Favoring Canned Foods Consumption"—CARLOS CAMPBELL, Executive Secretary, National Canners Association

Address: "How the Canning Industry Makes Use of a Canned Foods Editorial Feature"—GEORGE ANDERSON, Dudley-Anderson-Yutzy

Spray Irrigation of Wastes

The N.C.A. Washington Research Laboratory was represented at the Illinois Canners School, January 7, 8 and 9, by S. A. Ebbert who presented a general discussion on "Cannery Waste Disposal by Spray Irrigation."

Mr. Ebbert explained that in the past 12 years there has been increased interest in spray irrigation of waste waters and that there are four main reasons why a properly operated spray irrigation system is attractive to canners. These reasons are (1) relative economy as compared with other methods of treatment, (2) complete elimination of stream pollution, (3) absence of odor and, (4) potentials that may benefit the canners. Included in these are possible recharge of ground water, possible nutrient addition to the soil, and possible irrigation of edible crops.

It was also pointed out that spray irrigation of waste waters is an adaptation of agricultural watering with a portable sprinkler system. The objective, however, is the opposite to that of agricultural watering which introduces problems not encountered with agricultural irrigation.

BDSA Containers Division

Gregory J. Lanagan, sales representative in the southeastern region for the American Flange Manufacturing Co. of New York, has been named adviser to the Director of the Containers and Packaging Division, Business and Defense Services Administration, U. S. Department of Commerce.

Mr. Lanagan has had wide experience in the metal containers and closures field, and has served previously with the government, with the WPB during World War II and with the NPA during the Korean emergency.

Calif. Processors & Growers

W. Harlow Waggoner of Santa Clara Packing Co., San Jose, has been elected president of California Processors and Growers, Inc. N. T. Howell, Thornton Canning Co., Lodi, was elected vice president, and John W. Bristow, Oakland, was reelected executive vice president.

Census of Manufactures

The Bureau of the Census has begun to mail forms to all manufacturing firms for the collection of data for the 1958 Census of Manufactures.

Canners Urged To Send in January 1 Stock Reports

Canners who have not yet sent in to the N.C.A. their January 1 stock reports are urged to do so at once. The N.C.A. Division of Statistics is anxious to comply with the industry's desire for prompt reports at this key time of the marketing year. However, the ability of N.C.A. to provide all 17 of the January reports on a timely basis will depend largely upon the cooperation of canners in submitting their reports promptly.

Also in February the Division of Statistics wishes to issue as many reports as possible by Convention time. This will again require special promptness by canners in submitting their February 1 stock reports.

Spinach for Processing

More spinach will be produced for processing during the 1959 winter and early spring seasons than last year, according to the Crop Reporting Board of USDA. The winter acreage in Florida is 10 percent more than was planted last year and the early spring acreage in California is 17 percent more than was planted last year.

Seasonal Group and State	1958 Planted	1958 Harvested	1959 Prospective
	(acres)	(acres)	(acres)
Winter:			
Florida	1,000	500	1,100
Early Spring:			
California	7,700	5,700	9,000
Total	8,700	6,200	10,100

Pack of Canned Meat

The quantity of meat canned and meat products processed under federal inspection during the month of December has been reported by the Agricultural Marketing Service of USDA at 177,714,000 pounds, including quantities for defense.

CANNED MEAT AND MEAT PRODUCTS PROCESSED UNDER FEDERAL INSPECTION, DECEMBER, 1958

	3 Lbs. & over	Under 3 Lbs.	Total
	(thousands of pounds)		
Luncheon meat	14,902	11,194	26,096
Canned hams	19,337	555	19,892
Beef hash	235	4,943	5,178
Chili con carne	824	12,933	13,757
Vienna sausage	180	3,808	3,988
Frankfurters and wieners in brine	10	306	317
Deviled ham	.....	753	753
Other potted and deviled meat products	.....	2,142	2,142
Tamales	230	2,823	3,054
Sliced, dried beef	37	252	289
Chopped beef	.....	504	504
Meat stew	384	7,706	8,090
Spaghetti meat products	275	7,877	8,152
Tongue (not pickled)	46	141	187
Vinegar pickled products	815	1,067	1,883
Sausage	.....	958	958
Hamburger	545	2,132	2,678
Soups	1,874	47,658	49,532
Sausage in oil	380	266	646
Tripe	.....	328	328
Brains	.....	258	258
Loins and picnics	2,703	147	2,849
All other products 20% or more meat	438	5,026	5,464
All other products less than 20% meat (except soup)	413	15,460	15,872
Total all products	43,627	129,238	172,865

Columns do not add to totals shown in all cases since rounded figures are used. Amounts packed for defense are not included in these items. Total production, including quantities for defense agencies, was 177,714 thousand pounds.

Shipments of Glass Containers and Metal Cans, Jan.-Nov.

Shipments of metal cans and glass containers during the first 11 months of 1958 have been reported by the Bureau of the Census, U. S. Department of Commerce.

GLASS CONTAINERS

	1957	1958	Percent change from 1957
	(thousands of gross)		
Wide-mouth food:			
Jan.-Oct.	33,686	35,716	+ 6
November	3,320	3,200	- 4
Jan.-Nov.	37,006	38,916	+ 5
Narrow-neck food:			
Jan.-Oct.	13,254	13,278	...
November	1,085	927	-15
Jan.-Nov.	14,339	14,205	- 1

METAL CANS

	1957	1958	Percent change from 1957
	(short tons of steel)		
Fruit and vegetable:			
Jan.-Oct.	1,358,972	1,412,544	+ 4
November	67,026	75,475	+13
Jan.-Nov.	1,425,998	1,488,019	+ 4
Meat (inc. poultry):			
Jan.-Oct.	116,585	112,240	- 4
November	11,568	13,146	+14
Jan.-Nov.	128,153	125,386	- 2
Fish and seafood:			
Jan.-Oct.	103,025	108,190	+ 5
November	6,518	9,136	+40
Jan.-Nov.	109,543	117,326	+ 7

USDA Urged To Emphasize Research on Fruit Pests

Research to improve control of insect and nematode pests of fruits is a high priority need, according to members of the USDA's Deciduous Fruit and Tree Nut Research and Marketing Advisory Committee who held their annual meeting in Washington, January 5-8.

Studies are needed to screen insecticides that have a broad range of effectiveness, are less hazardous to handle than some now being used, and can be used up to harvest times without leaving residues, the committee said. Better lures and traps are also needed, and better methods of biological insect control should be developed.

Nematode research should be concentrated on finding chemical methods of combating nematodes attacking stone fruits, walnuts, grapes, and other small fruits, as well as on biological controls as the ultimate solution of the nematode problem.

The committee also called for continuing efforts to mechanize fruit and tree nut harvesting as a means of lowering production costs while maintaining quality.

In the field of utilization research the highest priority needs are for basic research on the chemical composition of fruits and fruit products in relation to processing quality, and for studies to explain darkening, rancidity, and other quality losses in shelled nuts, the committee agreed.

Basic research emphasis on fruits should be put on getting an understanding of the substances responsible for color, flavor, vitamins, and other constituents important in determining consumer acceptance and nutritive value.

The committee listed as high priority marketing research needs: studies to develop nondestructive methods of measuring firmness and ripening of apples and other fruits in storage; basic research on the post-harvest physiology of fruits to achieve understanding of the ripening process, and studies aimed at controlling insect pests of dried fruits and nuts.

Committee members also advised improved market reports of truck receipts and a national program of estimating annually the number of bearing and non-bearing deciduous fruit and nut trees by states.

Established under the Research and Marketing Act of 1946, the committee is made up of leaders from the deciduous fruit and tree nut industries. Its detailed recommendations for research to be undertaken by USDA will be submitted formally to the Department within the next few weeks.

Dr. J. Harold Clarke, Long Beach, Wash., commercial nursery operator and committee chairman, presided. Carl Smith, assistant produce director, Gerber Products Co., Rochester, N. Y., was among other members who attended.

Family Weekly

Canned tomatoes were featured in the food section of *Family Weekly* on January 11. Entitled "Foreign Exchange," the article was by Melanie De Proft, food editor. Introducing the recipes using canned tomatoes, she said: "'The world is getting smaller' applies not only to communications and travel, but to the free flow of food products and wonderful ways to prepare and serve them. Here, with the all-American favorite, are glamorous European imports to please U. S. tastes."

Of the eight appetite appealing recipes only two contain no canned foods. Most of the recipes call for tomatoes, tomato paste, tomato sauce, or tomato juice. The recipe Szekely Goulash uses pork and canned sauerkraut and is described, "Fare fit for a banquet—chunks of pork in creamy delectable kraut."

Family Weekly is one of the big four Sunday supplement magazines distributed with daily newspapers.

Look

"Start With Soup," a food article in the January 20 issue of *Look* magazine by Marilyn Kaytor, food editor, uses canned foods in each of the six recipes.

Miss Kaytor says, "The perpetual soup pot, once a fixture in many homes, is now a nostalgic memory for most Americans. Like the burnished coal-fed kitchen range it simmered on, homemade soup is a victim of progress.

"Yet progress—in the form of prepared, canned and frozen foods—makes possible a simplified six-day version of the perpetual soup pot that can be enjoyed every step of the way. The modern 'homemade' soups it produces retain a rich old-fashioned flavor, but involve little of the old-fashioned work." Each recipe is made from a basic stock with added ingredients each day for the soup de jour.

Canned foods used in the soups are Pot-Au-Feu—chicken broth, beef broth, vegetable juice; Consomme—onion soup; Cream Soup—tomato soup, beef broth; Vegetable Chowder—okra, tomatoes, diced potatoes; Minestrone—red kidney beans; and Asopao—pimiento.

The article is illustrated with two appetite-tempting color photographs.

N.C.A. Quantity Recipes Used in Institutional Magazine

The large-size January issue of *Volume Feeding Management* is called the "Operating Handbook" and is described, "Volume Feeding Management's Operating Handbook is designed as a comprehensive reference aid for volume feeding specialists in every type of operation. It is a catalogue of practical ideas and answers to your everyday problems."

The handbook is made up of five sections, each of which begins with a "think piece" type of article written by a specialist in each area. The food section, by Eulalia C. Blair, food management editor, covers some 40 pages with subsections of selected tested recipes for (1) main dishes, (2) side dishes, (3) salads, (4) breads, (5) desserts and (6) relishes. The recipes have been carefully selected to meet the requirements of a wide variety of menus.

Six of the recipes were supplied by the N.C.A. Consumer Service Division and credit lines are given with each. Among recipes contributed by other firms, institutes and associations, many canned foods are included. A total of 103 canned food uses appear in the recipes. Each subsection is introduced with a full page given to a photograph, the title, and an introductory statement. The photograph for the "Savory Relishes" section was taken in the N.C.A. kitchens and features five relishes.

Also in the section, "Food Products and Sales Aids," the Consumer Service Division's publication, "Of Recipes . . . and Can Sizes" is offered to readers for "those who write recipes or buy."

The magazine *Volume Feeding Management* goes to volume feeding specialists in restaurants, hotels, employee feeding facilities, hospitals, schools, colleges, clubs, caterers, and others in the institutional feeding field.

REPORTS ON ASSOCIATION ACTIVITIES

Public Relations Counsel

The fourth quarter of 1958 saw a great variety of activities by Dudley-Anderson-Yutzy under the banner of the N.C.A. Consumer and Trade Relations Program. Summaries of highlights follow:

(1) Production of a new publication for food editors of newspapers, magazines, radio and TV, home demonstration agents and home economists of food companies. Entitled *Canned Foods Aptitude Test*, this booklet is designed to provide new approaches to food editors from which they can build original articles about canned foods. It offers basic information about the canning industry in a humorous format and suggests more than 20 themes on which to build food features for canned foods. It will be distributed to nearly 1,500 editors, home economists and publicists within the next few weeks.

(2) Publication and distribution of Philadelphia Project Report No. 5, *Seasonal Patterns In Retail Sales Of Canned Foods* for the year 1957, with widespread attendant publicity in retail food trade papers; and preparation of copy for Report No. 6, on multiple packaging, which will be distributed early in 1959.

(3) Publicity on the 1958 Canning Crops Contest winners. This year winners of canning crops contests in nine states were present at the N.J. V.G.A. annual convention in Biloxi, Miss. This provided an opportunity to do 20 different tape recordings for local farm radio shows which are being distributed on records to state canners association secretaries, photos for newspaper publicity, and TV newsreel coverage for top winners. A representative of the agency appeared on a panel attended by nearly 500 boys and girls in attendance at the convention to discuss career opportunities in horticulture.

(4) Consultation with *Modern Packaging* and *Packaging Parade* on N.C.A. findings on multiple packaging.

(5) Production and distribution of interviews with actors Barry Sullivan and Edward Mulhare on their use of canned foods, released as part of a series called "Personalities in Print" scheduled by 206 radio stations in 48 states.

(6) Appearances by D.A.Y. personnel on radio shows aimed at the Negro market (with a special student tie-in) and the Jewish market, called "The Jewish Home Show."

(7) Work with Zola Vincent of *Feeding the Family* Syndicate on the West Coast in preparing her January series on canned foods.

(8) Work with Gaynor Maddox, NEA Syndicate, on a canned food budget meal article.

(9) Discussions with numerous food editors on future articles for canned foods, including editors of *Charm*, *Good Housekeeping*, *Farm Journal*, *American Weekly*, *Parade*, *Look*, *Seventeen*, *This Week*, *Modern Romances*, and *McCall's*.

(10) Mailings to N.C.A. members giving details of the *McCall's* Super Market Month promotion, including items listed and stores tying in.

(11) Use of the slide film on N.C.A.'s publicity activities by several state associations on the programs of their annual meetings.

(12) Assistance to the Can Manufacturers Institute in providing material for a possible *Saturday Evening Post* article on the canning industry's contribution to the nation's health.

(13) Discussions with Owens-Illinois Glass Company about using its consumer panel for new information concerning consumer attitudes toward the nutritional values of canned foods and similar subjects.

(14) Distribution of N.C.A. films to TV stations and other audiences. New figures for the October to December period show: "The Three Squares"—14 TV showings and five other showings; "The Story of John Porter," 5 TV and 5 other showings; "Dear Eddie," 6 other.

(15) Contact with business and trade paper editors concerning a variety of articles on subjects involving the canning industry, including *Barron's*, which is planning a series of articles on the industry.

(16) Reprint mailings of consumer food articles of more than routine interest in *Look*, *Seventeen*, *McCall's*.

(17) Mailing of *A Canner's View of the United States* map along with script for use on radio and TV farm shows. To date 19 replies have been received. Comments from typical stations: "A good feature item"—KHQ-TV, Spokane, Wash.; "It's a wonderful map"—WBAA, Lafayette, Ind.; "Could use another"—WIBC, Indianapolis, Ind.; "Shall be used in conjunction with a Salute to the Canning Industry. Send two more please"—WCAU-TV, Philadelphia; "Interesting"—KVOO-TV, Tulsa, Okla.; "Appreciate map and script"—WHFB, Benton Harbor, Mich.

N.C.A. Publicity Work

A description of the publicity work on behalf of canned foods, conducted by the N.C.A. in its Consumer and Trade Relations program, was the subject of an article by Executive Secretary Carlos Campbell, featured in the Annual Review Number of *Seafood Merchandising*.

In the article Mr. Campbell reiterates the aim of the Association to do everything possible to increase public acceptance of canned foods, and delineates the various ways in which the several divisions and programs of N.C.A. contribute to that goal. Specific mention is made of the contributions by the Research Laboratories, Information, Claims and Consumer Service Divisions, and the Dudley-Anderson-Yutzy public relations agency.

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